DECENTRIQ

Why Now?

Walls are closing in. Privacy regulation, platform requirements, and third-party cookie deprecation has made it **difficult to target users**.

Data Clean Rooms provide publishers with an opportunity to **leverage their 1st-party data to** increase inventory yield, justify CPM, and attract more media spend from advertisers.

Why Decentriq?

EFFECTIVE, TARGETED REACH
Enable lookalike and contextual targeting for more effective media buys

MAXIMUM FLEXIBILITY
Provides full flexibility on the identifier, connections, analytics and use case

EASE OF USE
Uncover insights and activate first-party data in no-code clean rooms

FAST-TRACK COMPLIANCE
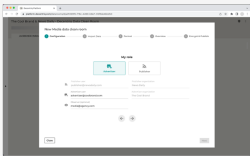Confidentiality and security removes legal hurdles for data collaboration
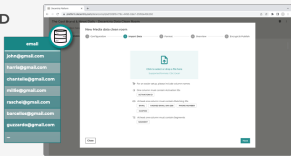
The Decentriq Solution

NO-CODE CLEAN ROOMS
Provide insights and activate first-party audiences in a no-code environment
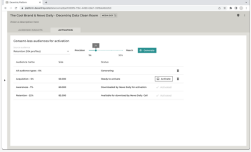
1. JOIN CLEAN ROOM

2. UPLOAD DATA
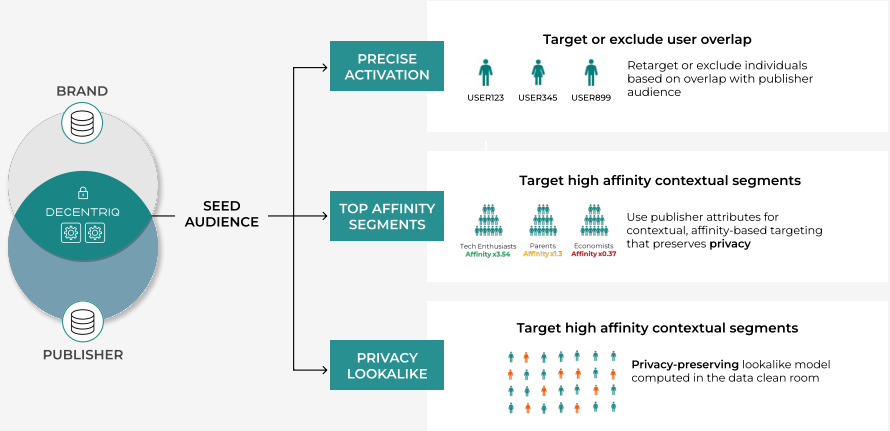
3. MATCH & ANALYZE

4. SEND FOR ACTIVATION

DATA SCIENCE CLEAN ROOMS
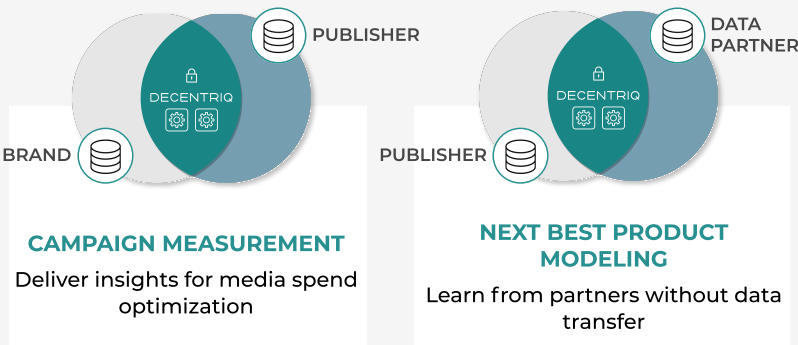Build and extend advanced use cases in a flexible environment using SQL, Python or R

Use Cases

ACTIVATION USE CASES

BRAND

DECENTRIQ

PUBLISHER

SEED AUDIENCE

PRECISE ACTIVATION

Target or exclude user overlap

USER123   USER345   USER899

Retarget or exclude individuals based on overlap with publisher audience

TOP AFFINITY SEGMENTS

Target high affinity contextual segments

Tech Enthusiasts
Affinity x3.64

Parents
Affinity x3

Economists
Affinity x0.37

Use publisher attributes for contextual, affinity-based targeting that preserves **privacy**

PRIVACY LOOKALIKE

Target high affinity contextual segments

Privacy-preserving lookalike model computed in the data clean room

OTHER USE CASES

PUBLISHER

DECENTRIQ

BRAND

DATA PARTNER

DECENTRIQ

PUBLISHER

CAMPAIGN MEASUREMENT
Deliver insights for media spend optimization

NEXT BEST PRODUCT MODELING
Learn from partners without data transfer